

# Mobilize Maine

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## *Initiative Overview*

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### **ViTAL Economy Alliance**

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# Mobilize Maine

## *Mobilize Maine is...*

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1. **A local leadership driven** initiative that maps regional assets and industry cluster value chains that will become the foundation of a statewide CED\* strategy
2. Hundreds of Mainers leading the **development and implementation of focused, measurable, and effective action plans**
3. **An asset- versus needs-based approach**, focusing on strengths and advantages (versus weaknesses and deficiencies) that can be preserved, enhanced, and leveraged to achieve economic, social, and environmental prosperity – the “triple bottom-line”
4. **A statewide CED initiative** that will uncover the unique assets and potential of each region, and connect their resources to one another, to transform Maine’s rate of economic growth
5. **A four-step, systematic, and disciplined approach** to regional CED planning and strategy that will train and empower hundreds of Maine’s local leaders to grow their economy
6. **A statewide private/public partnership**, supporting a grass-roots mobilization of Maine’s citizens to take responsibility and control of their economic destiny
7. **Based on a proven model for success** that connects Quality of Place, innovation, and healthy community strategies to achieve accelerated and balanced economic growth

\*CED = Community & Economic Development

# Mobilize Maine

## *What makes it different?*

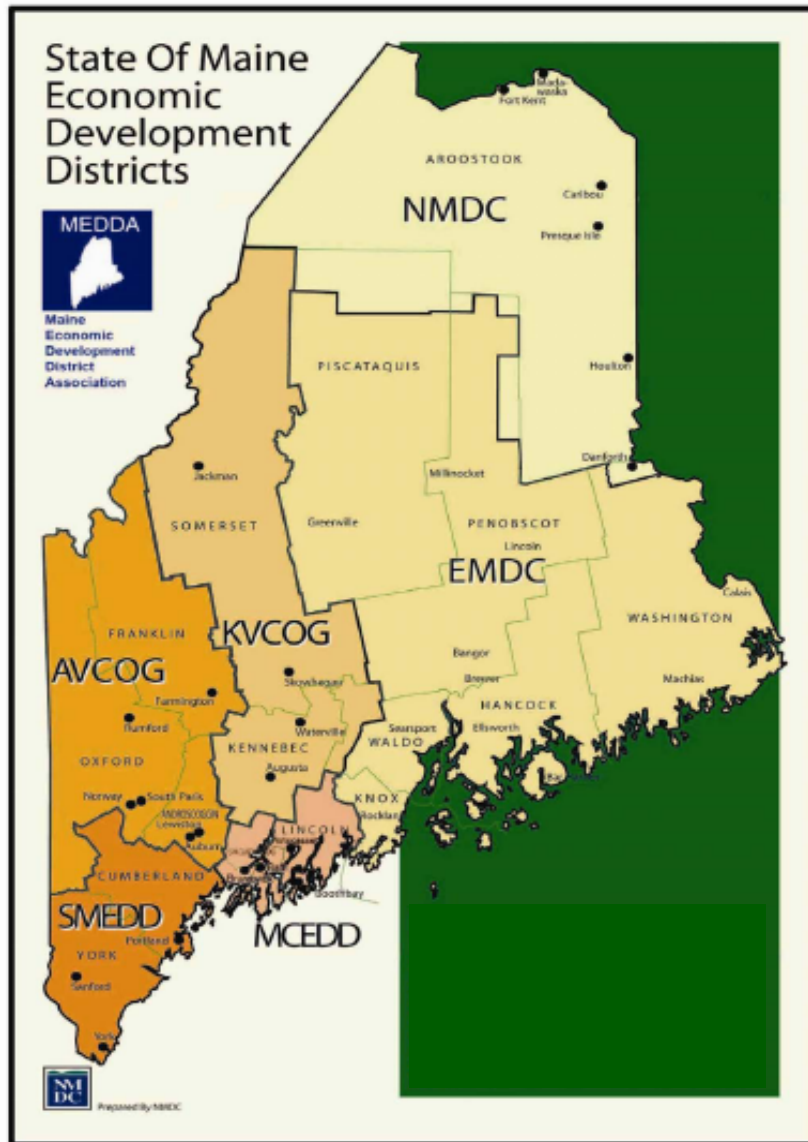
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1. Mobilize Maine is jointly funded by the private, public and nonprofit sectors from throughout Maine, enabling maximum leverage of public sector resources
2. Mobilize Maine is an asset- versus needs-based, strategic versus tactical, consistent versus ever-changing and grant-driven initiative
3. Mobilize Maine focuses on measurable versus aspirational outcomes – short, mid, and long-term. It will set firm timeframes for action with assignments for achieving results
4. Mobilize Maine is organized at the grass roots level and coordinated on a statewide basis through Maine's six economic development districts
5. Mobilize Maine is truly “triple bottom-line” focused on achieving economic, social and environmental prosperity

VE Asset-Based Approach to CED	Needs-Based Approach to CED
Positive focus appreciates, identifies, and mobilizes unique talents, skills and assets as foundation for growth	Negative focus on problems and needs, which require external resources to address
Community driven development, doing things ourselves	Development driven by external agencies/resources
Strengthens our confidence in our own capacities, and inspires us to take action to control our economic destiny	Relies on others and presumes the cavalry from the state or federal government will be their salvation
Provides a consistent, holistic effort recognizing the roles of human/social capital, Quality of Place capacity, and innovation in building and sustaining a healthy economy	Reacts to independent needs not connected to a holistic CED strategy. Responds to shifting priorities (squeaky wheel syndrome) in “survival of the fittest” economy
Identifies, leverages, and sustains indigenous assets while growing local experts and their capacity.	Relies on outside resources as short-term solutions and fails to build capacity of local leaders
Collaborative, participatory, and grassroots-empowering	Reinforces fragmented, disconnected efforts, staff led
Benchmarks the current economy and establishes measurable goals that are business case-based	Grant-driven with only aspirational goals that have no defined time frames or measurement of success
Leverages assets and builds on strengths to speed growth	Highlights liabilities and ‘gaps’, limiting growth
Employs long-term collaborative funding model that expands critical mass of champions with skin in game	Depends on short-term government grant application requirements that have ever-changing objectives

- ***Defines regional uniqueness***, one strategy does not fit all!
- ***Is a consistent*** CED approach across the state
- ***Integrates*** existing studies with regional asset mapping
- ***Enables knowledge transfer*** to build long term capacity
- ***Is grassroots-based*** with a bottom up trajectory
- ***Is action-driven*** and results-oriented
- ***Strengthens and expands local leadership***
- ***Creates linkages***, connect assets and resources across EDD regions

# Mobilize Maine *Economic Development Districts*



## Key:

**NMDC** - Northern Maine Development Commission

**EMDC** - Eastern Maine Development Corporation

**KVCOG** - Kennebec Valley Council of Governments

**AVCOG** - Androscoggin Valley Council of Governments

**MCEDD** - Mid-Coast Economic Development District

**SMEDD** - Southern Maine Economic Development District

# Mobilize Maine

## Phase I Milestone Schedule

Region		April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	April
		13-17	18-22	15-19	13-17		14-18	19-23	16-20	7-11	?	?	?	?
1	KVCOG	L	X	O	X		O	X	O		O	X		
2	AVCOG	L	X	O	X		O	X	O		O	X		
3	EMDC		L	X	O		X	O	X		O	O	X	
4	NMDC		L	X	O		X	O	X		O	O	X	
5	MCEDD			L	X		O	X	O		X	O	O	X
6	SMEDD			L	X		O	X	O		X	O	O	X

### Foundation

- Leadership Team
- Existing Research
- Sense of Urgency
- Issues of Challenge & Opportunity
- Recruitment Plan

### Discovery

- Macro Indigenous Asset Mapping
- One Industry Cluster Mapping
- Quality of Place Mapping
- Connectivity strategy to link mapped assets

### Connect

- Analyze Asset Mapping
- Connect Asset to Increase Value
- External Resource Identification
- Prioritize Opportunities

### Report

- Prepare Final Report
- Community Presentation
- Recommendations for Phase 2
- Implementation plans

Uncover and Pursue Short Term Wins – Create Regional Action Teams

L = Leadership Training   X = In Region Meeting   O = Interim Conference Call

1. Regional asset maps identify the most promising and marketable assets in the regions
2. Clear definition of regional CED priorities that are supported by State agencies
3. Critical mass of collaborative private, public, and non-profit sector investors and leaders committed to asset-based CED through Mobilize Maine
4. Achieve at least two measurable short-term wins per region
5. Formalization of a broadly endorsed, “debugged,” common statewide CED delivery system
6. Clearly defined sense of urgency and measurable vision of success at the regional level
7. Standardized and consistent asset-based CEDS across all economic development districts
8. Identify and quantify regional industry cluster workforce gaps and solution frameworks
9. EDD directors working together to increase individual and organizational capacity
10. Maine recognized as a national leader for statewide asset-based CED initiatives
11. Phase 2 action plan agreement with expanded collaborative funding commitments



# Mobilize Maine *Long Term Goals and Objectives*

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1. A shared vision of CED strategy for Maine developed, starting at the EDD level and confirmed by the State
2. Statewide appreciation of how Maine's Quality of Place assets create good-paying jobs, new businesses, and sustainable prosperity
3. Five-year regional and state level measurable goals and benchmarks to transform Maine's economic performance and business climate
4. Unified State government economic development budget that is aligned with vision and recommendations coming up from EDDs
5. Development and implementation of CED strategies and action plans that transcend administrations and political parties
6. Lead transformation of Maine's economic performance, building upon indigenous assets as the foundation of sustainable economic growth